

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

Claims 1-84 (Canceled)

Claim 85 (Currently Amended): A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:

a first field for storing a first identifier identifying a first computer associated with a consumer; and

a second field linked to the first field for storing a second identifier associated with said first identifier and corresponding to an observed offline purchase history of the consumer

a third field for storing a purchase between classification associated with said observed offline purchase history;

said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired,

the first identifier and the second identifier being readable by at least one processor to automatically deliver the targeted advertisement to the first computer in response to receiving the first identifier from the first computer based on said purchase behavior classification without having the at least one processor access said offline purchase history.

Claim 86 (Original): The memory of Claim 85, wherein the first identifier comprises:

a cookie number;

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and wherein the second identifier comprises:

a shopper card identification code of the consumer.

Claim 87 (Currently Amended): A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:

a first field for storing a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired; and

a second field linked to the first field for storing a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer,

the first identifier and the purchase behavior classification being readable by at least one processor to automatically deliver the targeted advertisement to the first computer in response to receiving the first identifier from the first computer based on said purchase behavior classification without having the at least one processor access said offline purchase history.

Claim 88 (Original): The memory of Claim 87, wherein the first identifier comprises:

a cookie number.

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Claim 89 (Currently Amended): A computer readable medium for storing information for delivering a targeted message, comprising a data structure including:

a first field for storing a first identifier corresponding to a targeted message and a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer, said purchase history including information of a purchase of the consumer collected at a point of sale when the purchase transpired; and

a second field linked to the first field for storing a personal identification number corresponding to the consumer, the first identifier and the personal identification number being readable by at least one processor to automatically deliver the targeted message to the consumer in response to receiving the first identifier based on said purchase behavior classification without having the at least one processor access said offline purchase history.

Claim 90 (Original): The memory of Claim 89, wherein the targeted message comprises:

an interactive voice response message.

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